



AISHA MUDASSIR

Personal Details

Home address: House no. 656/11, Str # 2, Shadab Colony, MDA Chowk, Multan **Cell:** 03216328521

Date of birth: 19 January, 1984

District of domicile: Multan

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Education and Qualifications

- **2022 – Bahauddin Zakariya University, Multan**
Ph.D. (Business Admission) Specialization in Finance
- **2013–2015 Bahauddin Zakariya University, Multan**
MS (Business Admission) with CGPA 3.72/4.00, Specialization in Finance
- **2006-2008 Bahauddin Zakariya University, Multan**
MBA (Banking & Finance) with CGPA 3.68/4.00, Specialization in Banking and Finance
- **2002-2004 Bahauddin Zakariya University, Multan**
MIT, with CGPA 3.6/4.00, Specialization in IT

Area of interest

- Capital Structure
- Corporate Governance
- Behavioral Finance

Work Experience

❖ **Teaching and Research**

- **22-12-2022 till date**
Assistant professor in UE Business School
University of Education, Lahore Multan (Campus)
- **13-08-2012- 21-12-2022**
Lecturer in UE Business School
University of Education, Lahore Multan (Campus)
- **2008-2012**
Computer Instructor
Government of Punjab, Special Education Department

❖ **Administration Experience**

- **2005-2008**
Assistant Manager Habib Bank Ltd.

Achievements

- HEC PhD Scholar
- Commerce Glory-Rising Pakistan

Publications

- Younus, S., **Khursheed, A.**, & Afzal, N. (2022). Impact of Economic Progress, Energy Consumption and Carbon Dioxide Emissions on Life Expectancy: Evidence from Asia and Africa. *Journal of Social Sciences Review*, 2(3), 225-235.
- **Khursheed, A.**, & Sheikh, N. A. (2022). Determinants of CEO compensation: evidence from Pakistan. *Corporate Governance: The International Journal of Business in Society*.
- Liaquat, M., Ashraf, A., Nisar, S., & **Khursheed, A.** (2022). The Impact of Oil Price Inflation on Economic Growth of Oil Importing Economies: Empirical Evidence from Pakistan. *The Journal of Asian Finance, Economics and Business*, 9(1), 167-176.
- **Khursheed, A.**, Asif, M., Hussain, S., & Liaquat, M. (2021). Factors Affecting Total Risk in Banking Sector of Pakistan: Empirical Evidence from Panel Data Analysis. *Review of Applied Management and Social Sciences*, 4(2), 431-445.
- Liaquat, M., Ali, M., **Khursheed, A.**, & ul Ain, Q. (2021). Turnover Intentions and its Drivers: A Study of Banking Sector. *Review of Economics and Development Studies*, 7(1), 51-61.
- Liaquat, M., Ahmad, F., Safdar, N., & **Khursheed, A.** (2020). Determinants of Relationship Continuity: A Mediation Study of Relationship Quality and Word of Mouth. *Review of Applied Management and Social Sciences*, 3(3), 311-322.
- **Khursheed, A.**, & Sheikh, N. A. (2020). Impact of CEOs Attributes on Remuneration: Evidence from Pakistan. *Pakistan Journal of Social Sciences (PJSS)*, 40(4).
- Malik, M. S., Awais, M., Hayat, F., Hussain, S., & **Khursheed, A.** (2016). Dual Perspective of Inflation toward Market Development. *International Journal of Economics and Finance*, 8(3), 225-231.
- Awais, M., Iqbal, W., Iqbal, T., & **Khursheed, A.** (2016). Impact of capital structure on the firm performance: comprehensive study of karachi stock exchange. *Science International*, 28(1).
- Awais, M., Laber, M. F., Rasheed, N., & **Khursheed, A.** (2016). Impact of financial literacy and investment experience on risk tolerance and investment decisions: Empirical evidence from Pakistan. *International Journal of Economics and Financial Issues*, 6(1).73-79
- Malik, M. S., Awais, M., & **Khursheed, A.** (2016). Impact of liquidity on profitability: A comprehensive case of Pakistan's private banking sector. *International Journal of Economics and Finance*, 8(3), 69.

- Sheikh, N. A., & **Khursheed, A.** (2016). Impact of CEO and Executive Compensation on Performance of Takaful: Evidence from Pakistan. *Pakistan Journal of Islamic Research Vol, 17(2)*, 103-109
- Awais, M., **Khursheed, A.**, & Hussain, S. (2015). Validity of CAPM in capital markets of Pakistan an empirical analysis with critical perspective. *European Academic Research*, 3(3), 3379-3395

Administrative Tasks

- Member Admission committee UE Multan Campus
- Member Library Stock taking Committee UE Multan Campus
- Co-Advisor Dramatic Society UE Multan Campus
- Member interview committee for visiting faculty

Trainings

- Learning to teach online by Coursera
- Fundamentals of Islamic Banking operations by SBP BSC Multan
- Cascading AIT based training program on capacity Building by university of education Lahore.
- Technology relating to official work and presentation skills for executives by MPDD Punjab.
- Office Management training program by MPDD Punjab.
- Comprehensive training course on RBG (Retail Banking Group) including Foreign Trade by Management Development Institute, HBL KARACHI

Workshops attended

- Panel data modelling December 2022
- Inter University Dialogue arranged by MTRC on 10th August 2021.
- Workshop on “Peaceful & safer Campuses” 15 to 17 July 2021.
- Workshop on “Peaceful & safer Campuses” on 9th June 2021.
- Estimation using STATA, Institute of Management Sciences, Bahaudin Zakariya University Multan, March, 2019.
- Publishing in Impact Factor Journals: From Idea Generation to Publication, Institute of Management Sciences, Bahaudin Zakariya University Multan, 5-6 April, 2017.
- Workshop on conflict management, organized by Pakistan Institute of Manpower, Ministry of Manpower, Islamabad. 18-20th. January, 2016.

